CRAFTS AMERICANA GROUP, INC.

13118 NE 4TH STREET, VANCOUVER, WA 98684

<Date>

<name>
<street address>
<City, State, zip>

We are writing to inform you of a recent incident during which your personal information may have been accessed without your authorization. On January 25, 2013, we discovered that a file on our internet servers containing your name, address, phone, and credit card number had been potentially accessible to outsiders without authorization for several weeks. The credit card number in the file was used on Knitpicks.com, ArtistsClub.com, or ConnectingThreads.com.

We have investigated the incident and taken the necessary actions to prevent it from recurring, as well as mitigate its effect on you. We have notified and are continuing to investigate this incident with law enforcement. We have also informed the payment card networks about this incident so that they may take appropriate action regarding your credit card account.

As a precaution, we recommend that you monitor your credit card transaction records and credit reports for fraudulent transactions and consider contacting the credit reporting agencies if you wish to put in place a fraud alert or obtain a free copy of your credit report:

- Equifax: 1-800-525-6285; www.equifax.com; P.O. Box 740241, Atlanta, GA 30374-0241
- Experian: 1-888-EXPERIAN; www.experian.com; P.O. Box 9532, Allen, TX 75013
- TransUnion: 1-800-680-7289; www.transunion.com; Fraud Victim Assistance Division, P.O. Box 6790, Fullerton, CA 92834-6790

As you monitor your transaction records and credit reports, if you suspect fraudulent transactions have occurred, contact your local law enforcement agency or the attorney general of your state.

You may also contact the Federal Trade Commission for information about preventing identity theft:

The Federal Trade Commission
Identity Theft Clearinghouse
600 Pennsylvania Avenue, NW
Washington, D.C. 20580
www.ftc.gov/idtheft
1-877-ID-THEFT (877-438-4338)

The Federal Trade Commission has also published a comprehensive guide to help guard yourself against and deal with identity theft. It is available for free online at www.ftc.gov/bcp/edu/microsites/idtheft/consumers/about-identity-theft.html.

You may also contact us in writing at 13118 NE 4th Street, Vancouver, Washington, 98684, or you can call us at (800) 257-1077.

On behalf of Crafts Americana, we regret any inconvenience this may cause you.

Sincerely,

Matt Petkun
President
Crafts Americana Group